



The Quake Staff Handbook:

Josh Woodward

Station Manager

joshua.e.woodward@wilmy

Layne Frederick

Programming Director

layne.t.frederick@wilmy

Corey Cockerill

Adviser

corey_cockerill@wilmy

Joining *The Quake's* Staff:

- Welcome to *The Quake* - Wilmington College Radio! We are super excited to have you on our staff and help you create original content while also having some on-air fun! To help with bringing you up to speed, we are providing you with this Staff Handbook to explain our procedures, equipment, and expectations. Please use this as a resource throughout your time with us as it has lots of good information that will help you as a radio host!
 - Above is the contact information for those in charge (which you've probably already talked to and/or met). Feel free to ask them any questions you might have or give them feedback regarding *The Quake*. Also, don't be afraid to reach out to other hosts! They have great ideas and are good at troubleshooting!
- In order to join our staff, you first need an interest in it. Typically, most people have an idea (or ideas) for a radio show that they want to host. If you do not have an idea, that is okay! Talk to one of the three people above and they will brainstorm with you!
 - Once you have an idea for a radio show, talk to the leadership team about it. All shows must be approved by the leadership team before they can be scheduled and go on air. Once a show has approval, you may proceed with the process by contacting the Programming Director.
 - Oftentimes we might have remote broadcasts covering sports games and other events. Unfortunately, we will not be able to do this at this time as most sporting events have been canceled on campus.
- Our goal is to keep our radio hosts as independent and autonomous as possible. Although we have some leadership and guidelines (e.g. this Staff Handbook), we want to give as much freedom as possible to our staff members to encourage the development of creativity and individualism. With that, the purpose of this Staff Handbook is to lay out our expectations for the radio station and help give *The Quake* structure so that it can continue to exist after each graduating class. **Please follow all guidelines and meet all expectations listed in this packet to help us achieve this goal.** If you do this, then we will step back and let you rock out!

Studio Etiquette:

- The on-campus studios located in RCC121 are currently closed to all Quake staff, with the exception of the leadership team.

wilmingtonquakeradio.com

#TuneInTurnUpRockOut

- A potential to use mobile broadcasting units for remote broadcasting exists; however, the mobile units are the primary broadcasting equipment and will be reserved for specific staff members who are in charge of airing pre-recorded material.
- All radio shows must be pre-recorded in order to be broadcasted.

Scheduling:

- The scheduling process is going to change as we discover what works and what doesn't. For now, let the following be the standard:
 - The scheduling process with the Programming Director will begin as soon as a show has approval.
 - Once approval is obtained, contact the Gmail account and say you are ready to be scheduled.
 - Instead of completing an "Availability Chart" and requesting specific time slots, hosts will not self-select or self-request time slots. Hosts can request generic times they would like their show to be broadcasted at such as 'late morning' or 'early evening,' but the leadership team will decide when shows will be broadcasted.
 - As shows are to be pre-recorded, there may not be a designated time in between shows. Time gaps between shows will be to the broadcasters' discretion.
 - Shows may potentially be scheduled anywhere from 8:00 a.m. through 11:00 p.m., 7 days a week.
 - Each individual staff member may only host a **maximum of four (4) shows**.
 - Each individual radio show's duration may have a **minimum length of 30 minutes and a maximum of two (2) hours**.
 - The broadcast schedule has the potential to change on a weekly basis. It is dependent on the availability of the broadcasters as well as the amount of submitted content.
 - Once your show has been received and processed, you will receive a confirmation email from either the Programming Director or the appropriate broadcaster.
 - This email will clearly state the time slot for your show, which show was scheduled, and what to do next.

Creating Show:

- Shows must now be pre-recorded by all radio hosts. There will be no in-studio live broadcasting.
- Any sound recording software may be used to create content.
- Although we do not currently have an FCC license, we attempt to stay as close to its regulations as possible. What this means is vulgar and explicit material and words are not allowed in both speech and music.
- Pre-recorded shows must be saved as WAV files and submitted to *The Quake* via sharing to its Google Drive. Do not submit shows over email as audio file sizes are often too large.
- Shows must be submitted by Friday at 7:00 p.m. in order to be broadcasted during the next week. If a show is submitted on a Monday, it will likely not be aired until the following week.
- Consult the "Guidelines for Creating a Pre-Recorded Show" document for instructions and more information.

Social Media:

- We allow staff members to create social media for their individual radio shows. Because they are affiliated with *The Quake*, we want to create a standard so that our overall audience can find all radio show social media accounts easily and give validation to the individual accounts. You are not required to create social media for your radio show; however, if you do, please follow these guidelines:
 - Only create a Twitter and/or Instagram account. If you want to create an account on a different platform, please consult the Station Manager and Programming Director.
 - Please use this formula to create your handle: “@[entire show name]_quake”
 - Ex: “@thegreenroom_quake”, “@czechitout_quake”,
 - If your show name exceeds the allotted number of characters, please make the handle as close to the name as possible without jeopardizing clarity.
 - Ex: “The Talk of Shame with the Dean’s List Delinquents” could possibly be “@thetalkofshame_quake” or “@theTOS_quake”.
 - If your handle does not match the formula, please correct it.
 - Please include a link to *The Quake*’s website and the hashtag “#TuneInTurnUpRockOut” in the bio.
 - **All Accounts MUST follow *The Quake*’s social media.**
 - This will help audiences find your social media accounts more easily.
 - Set all profile pictures and avatars to your show’s individual logo. See the “Logos” section of the Staff Handbook for more details.
 - We do not have many regulations for content and posts. Keep content within the guidelines of the FCC and keep posts professional. Ensure all content is grammatically correct. Remember, these accounts are extensions of *The Quake* and we want to keep the radio station’s integrity and dignity intact.
 - Please include our overall hashtag in your posts to help increase the radio station’s overall audience.
- Social media accounts will be linked to *The Quake*’s website. If your radio show has social media, those accounts will be linked. Otherwise, your personal accounts will be linked. Only accounts on Facebook, Twitter, and Instagram will be used. If you do not wish to have your accounts linked, please let the Programming Director know.

Logos:

- We allow staff members to create logos for their individual radio shows. This is not required.
- If you wish to create a logo, please keep it professional. You may include elements of the radio station’s overall logo, but please do not make your logo resemble too closely *The Quake*’s logo.
 - This could create confusion down the road which we do not want.
- Instead, we strongly encourage you to use your creativity and give your awesome radio show a unique and fitting visual representation!

*****Disclaimer:** *The Quake* is here to give students an opportunity to learn all aspects of radio broadcasting to the level they want to learn it. We want to be respectful of everyone and help/encourage everyone as they learn. The radio station began in February of 2019; we are still relatively new to campus and we are developing our standard procedures. Additionally, we are adapting to the COVID19 pandemic and the loss of an adviser to the best of our abilities. That being said, the expectations and guidelines above are going to be trial and error as we create the structure *The Quake* needs to exist in years and years to come. We are in this together to create the best student radio network possible. Please be patient and understanding of the situation and don't be afraid to ask questions, raise concerns, and give constructive comments. This is your student radio as much as it is the student leaders'.***

***The Quake* social media and contacts:**

Gmail: wilmingtonquake@gmail.com
Twitter: @wilmingtonquake
Instagram: @wilmingtonquake
Facebook: The Quake - Wilmington College Radio
Website: www.wilmingtonquake.com